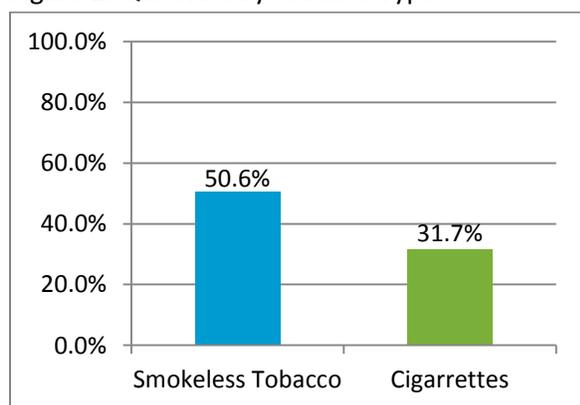


ASHLine helps Arizonans quit tobacco regardless of the type of tobacco used. Between January 1, 2011, and December 31, 2011, ASHLine enrolled into coaching services 12,244 clients currently using tobacco, of which 1.1% (131) indicated using some form of smokeless tobacco every day or some days.

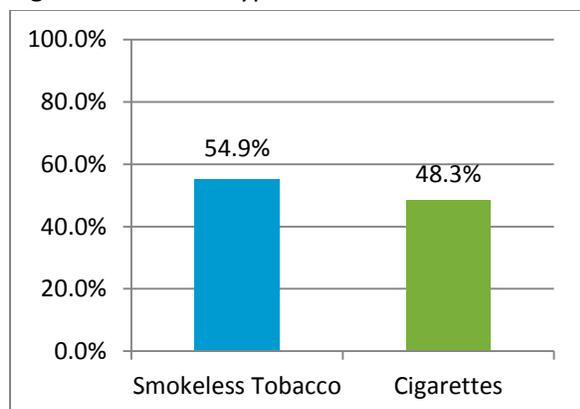
At 7-months follow-up, clients who used smokeless tobacco had a quit rate of 50.6% while cigarette smokers had a quit rate of 31.7% (Figure 1).

Figure 1. Quit Rate by Tobacco Type



Currently there are no FDA-approved quit tobacco medications for the treatment of smokeless tobacco use.

Figure 2. Tobacco Type and Medication Use

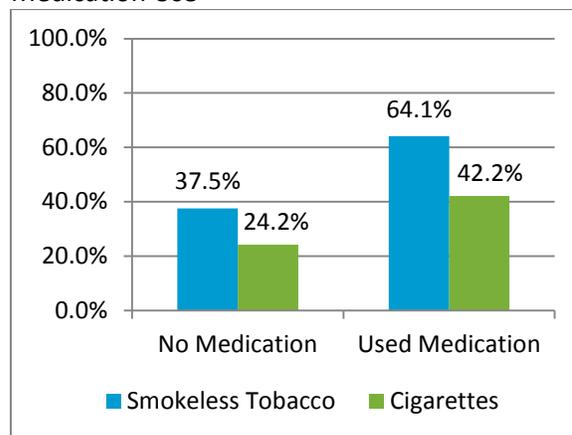


However, smokeless tobacco clients were more likely to use quit tobacco medications during

their quit attempt than cigarette-smoking clients, with 54.9% of smokeless tobacco clients reporting using medications and 48.3% of cigarette smoking clients reporting medication use (Figure 2).

Quit tobacco medications can increase a person’s likelihood of quitting. The use of medication was more effective for smokeless tobacco users than cigarette users. For those who used a quit tobacco medication during their quit attempt, 64.1% of smokeless tobacco users quit while 37.5% of cigarette users quit. The sample size of smokeless tobacco users is limited; therefore, the quit rate must be interpreted with caution. The collection of more data will likely generate a more accustomed quit rate.

Figure 3. Quit Rate by Tobacco Type and Medication Use



The data show that not only can smokeless tobacco users quit using ASHLine services, but medication use is associated with a higher quit rate. In addition, smokeless tobacco users appear to do better than cigarette smokers. Ongoing evaluation in this area will focus on determining whether smokeless tobacco users are better at quitting or if this finding is confounded by other variables such as gender.